LIKE I ALWAYS SAY_

You get more enjoyment from Philip Morris... complete enjoyment, unmarred by throat irritation. By eminent medical authorities they are recognized as better for the nose and throat!

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America's finest 15¢ Cigarette

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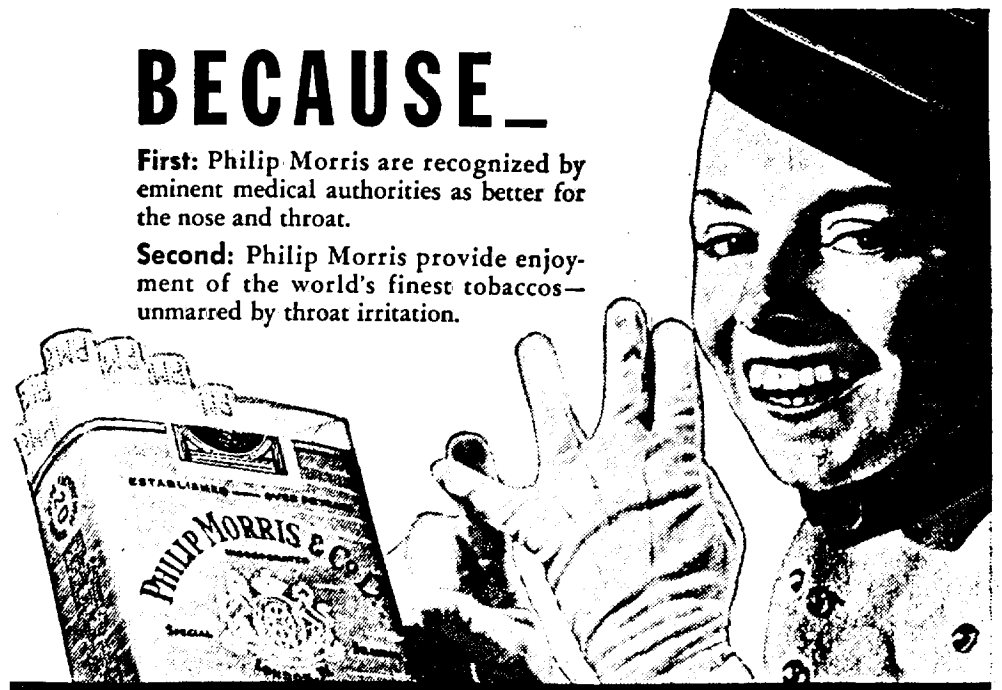
BECAUSE_

First: Philip Morris are recognized by eminent medical authorities as better for the nose and throat.

Second: Philip Morris provide enjoyment of the world's finest tobaccos—unmarred by throat irritation.



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